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Patent y Storm

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United States Patent 7130811

Apparatus for merchandise promotion optimization

US Patent Issued on   October 31, 2006

Inventor(s)

Phil Delurgio
Hua Lee
Michael Neal
Rob Parkin
Suzanne Valentine
Krishna Venkatraman

| ABSTRACT | CLAIMS | DESCRIPTION | FULL TEXT |

Assignee

DemandTec, Inc.

Application

No. 09849621 filed on 2001-05-05

Current US Class

705/10 , 705/400

Examiners

Primary: Susanna M. Diaz

Attorney, Agent or Firm

Huffman; Richard K., Huffman; James
W., Lim; Kang S.

US Patent References

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Abstract

Apparatus and method for determining an optimum
promotion plan for merchandising of products for sale. A
scenario/results processor enables a user to prescribe an
optimization scenario, and presents the optimum
promotion plan to the user, where the optimum promotion
plan is determined by execution of the optimization
scenario. The demand engine models relationships
between potential prices of the products and market
demand for the products, where the potential prices
correspond to potential promotion events and potential
supplier offers. The activity based cost engine estimates
demand chain costs for the products based upon the
market demand. The promotion optimization engine
employs the market demand and the demand chain costs
to determine the optimum promotion plan, where the

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Foreign Patent References

WO 98/53415 WO Nov., 1998

optimum promotion plan maximizes a merchandising performance figure of merit according to the optimization scenario, and where the optimum promotion plan comprises a subset of the promotion events and potential supplier offers.

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United States Patent 6988076

Strategic planning and optimization system

US Patent Issued on   January 17, 2006

| **Inventor(s)** |
| Kenneth J. Ouimet |

| ABSTRACT | CLAIMS | DESCRIPTION | FULL TEXT |

Assignee

Khimetrics, Inc.

Application

No. 09951334 filed on 2001-09-10

Current US Class

705/7 , 705/10 , 705/5 , 705/6

Examiners

Primary: Romain Jeanty

Attorney, Agent or Firm

Gresham; Lowell W., Meschkow;
Jordan M., Meschkow & Gresham,
P.L.C.

Abstract

A software method for strategic planning and
optimization allows a user to model an enterprise to
visualize an effect of an auxiliary goal, such as price
image, on a primary goal of the enterprise. A primary
goal of the enterprise is selected, and is represented by a
primary objective function which, in turn, depends upon a
set of operational variables. The auxiliary goal is
represented by a constraint function that depends upon a
subset of the operational variables. An effective objective
function is constructed by combining the primary
objective function and the constraint function, and the
effective objective function is optimized to yield a set of
operational decisions that optimize the primary objective
function while concurrently satisfying the constraint
function. The set of operational decisions are provided to
a user, the operational decisions enabling the enterprise

US Patent References

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to achieve the primary goal and satisfy the auxiliary goal.

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